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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 11 titles deal with the following topics: (1) the credibility of the sources of public information during the Three Mile Island nuclear power plant crisis; (2) the anticorporation rhetoric of New York reformer Samuel Seabury; (3) the concept of style in Yale University's Lyman Beecher Lectureship on preaching; (4) the strategies and major goals of Chinese Premier Zhou Enlai's rhetoric; (5) hostility and anxiety in selected speeches of National Urban League President Vernon Jordan; (6) the application of a general rhetoric model for analyzing synedoche, metaphor, and metonymy to the poster; (7) the rhetorical characteristics of the public speech of selected women; (8) an application of fantasy theme analysis to the rhetoric of the Equal Rights Amendment extension controversy; (9) a Burkean cluster analysis of the motivations revealed in selected speeches of the Reverend Jesse Jackson; (10) Kenneth Burke's theory of transcendence applied to the advocacy rhetoric of Mobil Oil; and (11) the foreign policy of the British Labour Governments from 1964 to 1970. (JL)

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Abstracts of the following dissertations are included in this collection:

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THE CONCEPT OF STYLE IN THE LYMAN BEECHER LECTURESHIP ON PREACHING

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THREE MILE ISLAND--A STUDY OF CREDIBILITY IN A CRISIS

Order No. DA8222783

BIRNIE, JILL ANNE, PH.D. *University of Pittsburgh*, 1982. 257pp.

This dissertation is a credibility study of the sources of public information during the crisis at the Three Mile Island nuclear power facility near Harrisburg, Pennsylvania in the spring of 1979.

In order to assess the credibility of the sources of public information, a landmark history was compiled from the following reports: *The Report Of The President's Commission On The Accident At Three Mile Island*; the *Staff Report To The President's Commission On The Accident At Three Mile Island Of The Public's Right To Information Task Force*; and *Three Mile Island: A Report To The Commissioners And To The Public, Volume I*.

Four benchmark events concerning the public health were studied from this landmark history. Then the public statements and press releases and coverage about the four events were studied in terms of accuracy from the sources of public information. The sources of public information that were studied are: the Metropolitan Edison Company, the owner-operator of the nuclear plant; the Pennsylvania State Government; the Nuclear Regulatory Commission including the King-Of-Prussia, Pennsylvania region and the Headquarters at Bethesda, Maryland; and the press which included the *Harrisburg Patriot*, the *New York Times*, the *Philadelphia Inquirer*, the *Pittsburgh Post-Gazette*, the *Pittsburgh Press* and the *Washington Post*.

After completing the study, it was found that the sources of public information could be placed on a credibility continuum which ranked them from most credible to least credible. The most credible source of public information was Metropolitan Edison, followed by the Pennsylvania State Government. The Press and the Nuclear Regulatory Commission.

THE CONCEPT OF STYLE IN THE LYMAN BEECHER LECTURESHIP ON PREACHING

Order No. DA8221899

COX, SHERRILL RAY, PH.D. *Ohio University*, 1982. 263pp. Director of Dissertation: Paul H. Boase

The Lyman Beecher Lectureship, in the Divinity School of Yale University, is recognized universally as the world's finest series on preaching. It contains a wealth of information on homiletics and other topics relating to the Christian ministry. This study analyzes the lecturers' concept of style by delineating the qualities of good style in preaching set forth in the published lectures, 1872-1979. The value of the study is two-fold. First, it provides ministers and those preparing for the ministry with practical instruction in an area of utmost importance in preaching. Second, it provides insight into the enduring question of whether homiletics is a form of rhetoric or a separate genus of communication.

To facilitate the examination of the lecturers' statements on the qualities of style, the writer developed a model of desirable qualities by examining twelve textbooks on public speaking and twelve on homiletics, covering the years 1873-1976. The qualities were clearness, simplicity, familiarity, accuracy, originality, appropriateness, purity, attractiveness, economy, interestingness, force, concreteness, and vividness. Although not technically a quality of style, the illustration was included in the model because many texts indicated that it contributed significantly to qualities such as clearness, concreteness, interestingness, and force.

The lecturers endorse all the elements of style in the model and urge the preacher to make them a part of his presentation of the gospel. Some differences of opinion appear in their treatment of the qualities of style; but, taken as a whole, the lecturers present a unified and consistent theory of good style in preaching.

The final chapter compares the lecturers' views on style with those of American rhetoricians of the same time period. The lecturers' concept of style is very similar to that presented in leading textbooks on public speaking. Insofar as the Lyman Beecher Lectureship represents the mainstream of homiletic thought, it an be said that the field of homiletics does not offer a distinctive theory of style that applies only to preaching.

THE REFORM RHETORIC OF SAMUEL SEABURY OF NEW YORK: THE BATTLE AGAINST TAMMANY HALL AND MUNICIPAL CORRUPTION

Order No. DA8221897

BOONE, GLORIA MARIE, PH.D. *Ohio University*, 1982. 353pp. Director of Dissertation: Dr. John H. Timmis III

This study describes and critically examines the anti-corruption communication of Samuel Seabury of New York during 1930 to 1932. The study focuses on Seabury's statements against the Tammany Hall administration of James J. Walker. Seabury's career and the historical situation were described. Then an in-depth examination of the Hobart College and the Cincinnati speeches was conducted using the neo-Aristotelian and Burkean perspectives. The major criticisms against the neo-Aristotelian method were refuted and the use of two perspectives was justified. The study relied on a variety of primary source documents, including interviews. This analysis generated a model of Seabury's anti-corruption rhetoric. The model was used as a basis for an examination of an additional 35 communications made by Seabury during the corruption investigation.

The results of the study indicate that Seabury was rhetorically successful because he adapted to his audience by using an indirect statement strategy, by using identification, and by presenting economic appeals and responses to disillusionment. Seabury employed a dramatic stance by creating image links and by using the motives of guilt, victimage, and redemption. Seabury adapted to the situation when he shifted from an idealistic to a pragmatic perspective. The analysis suggests that Seabury's anti-corruption rhetoric corresponded to specific stages during the investigation. Theoretical and practical implications of these are discussed.

A RHETORICAL ANALYSIS OF SELECTED DISCOURSE BY ZHOU ENLAI: 1950 - 1958

Order No. DA8218473

GO, MAE JEAN, PH.D. *University of Illinois at Urbana-Champaign*, 1982. 267pp.

This study examined the strategies and major goals of selected discourse by Zhou Enlai, the late Premier and major foreign policy spokesman for the People's Republic of China (PRC), for the construction of his country's official position on Sino-American relations. Sixteen speechless, telegrams, and messages were drawn from 1950-1958, the period during which the basic PRC position was established. Because Zhou intended these messages for receipt by foreign audiences, official English translations from the PRC press was used. Utilizing a rhetorical analysis, this study identified and evaluated specific language strategies, terms, arguments, and themes that were chosen and strategically used by Zhou to achieve certain purposes.

Zhou developed three recurrent themes throughout the discourse: (1) the legitimacy of the PRC government; (2) the conflict between Chinese socialism and American Imperialism; and (3) the liberation of Taiwan. Four specific purposes were sought: (1) to create a favorable image of the PRC in or with foreign audiences; (2) to state and justify policy; (3) to establish the basis for further cooperation and negotiation with and acceptance of the PRC; and (4) to promote the Chinese leadership's internal goals. The study evaluated the strategies, arguments, and key terms used to develop each theme and to achieve each purpose.

These strategies and themes had limited positive influence on the development of Sino-American relations because of the hostility between the PRC and the U.S. The majority of Zhou's strategies and argumentation relied on the construction of a new national identity for China which stressed its strength and its socialist character, and the employment of strategies which differentiated the PRC from the U.S. The official position as developed by Zhou during the 1950's essentially constituted the major issues which the PRC continued to emphasize in the 1960's and 1970's and which was reflected in the 1972 Shanghai Communique, indicating the consistency of the PRC's official position on Sino-American relations for a period of more than 25 years.

AN ANALYSIS OF HOSTILITY AND ANXIETY IN SELECTED SPEECHES OF VERNON EULION JORDAN, JR.

Order No. DA8226759

GRAHAM, JO-ANN CLARA, PH.D. *New York University*, 1982. 241pp. Chairman: Professor George W. Flaharty

The study examined anxiety and hostility scores as determined by The Gottschalk-Gleser Scales in selected economic and non-economic speeches of Vernon E. Jordan, Jr., delivered during his tenure as President of The National Urban League between 1972 and 1979. The study had three major foci. First, did Jordan exhibit greater anxiety and/or hostility in his economic speeches than his non-economic speeches? Second, how did Jordan's anxiety and hostility scores compare with the scores of Martin Luther King, Jr., and Malcolm X? Lastly, how did Jordan's scores compare to the scores of the Gottschalk-Gleser population?

There was little difference between the anxiety means of economic and non-economic speeches. The economic anxiety scores did show a relationship to Black unemployment rates. Jordan's combined economic and non-economic anxiety mean was lower than the means of Malcolm X, King, and The Gottschalk-Gleser populations.

The non-economic hostility directed outward mean was slightly higher than the economic hostility directed outward mean. The Jordan economic hostility directed outward scores related to the Black unemployment rates. Jordan's combined economic and non-economic anxiety and hostility mean was lower than the mean for Malcolm X, almost identical to the mean for Martin Luther King, Jr., and higher than the mean for the Gottschalk-Gleser populations.

There was little difference between the Jordan economic and non-economic ambivalent hostility scores. The non-economic speeches had more consistent manifestations of scorable ambivalent hostility than the economic speeches. Jordan's combined economic and non-economic ambivalent hostility mean was lower than Malcom X's and the Gottschalk-Gleser populations, but was higher than King's.

There was little difference between the economic and non-economic hostility directed inward means. Jordan's combined economic and non-economic hostility directed inward mean was lower than the means for King, Malcolm X, and The Gottschalk-Gleser populations.

The study revealed consistently low anxiety and low hostility scores for Jordan.

GENERAL RHETORIC: A MODEL FOR ANALYZING SYNECDOCHE, METAPHOR, AND METONYMY, AND ITS APPLICATION TO THE POSTER

Order No. DA8214875

GRAULS, LOUIS FERNAND, PH.D. *New York University*, 1982. 351pp. Chairman: Professor Robert Fluderman

This study developed from an awareness of the presence and impact of figurative meaning in the mass-produced image and the need to educate the public to an awareness of the same and to pictorial-verbal literacy. Hence, the specific purpose of this dissertation is one of extending the theory of "General Rhetoric," constructed in 1970 by a team of Belgian linguists, as the model for the analysis of figurative meaning in the poster and to illustrate the workings of the model though responses collected from poster viewers.

The study briefly describes how the poster developed from a mainly verbal medium to a powerful tool of pictorial-verbal communication. It reviews macro and micro approaches to the study of meaning in verbal and pictorial-verbal representations. It presents the theoretical concepts of General Rhetoric, while comparing them to those of other schools of rhetoric. It explains the specific processes of meaning transfer involved in the production of synecdoche, metaphor, and metonymy.

With the aid of a schema containing descriptions, diagrams, pictorial and verbal examples of synecdoche, metaphor, and metonymy, the study applies General Rhetoric to the specific analysis of seven posters containing variations of those three figures. The design and results of a "Poster Study" administered to eighteen high-school students are reported to illustrate the relevance of General Rhetoric's model and the schema as instructional tools for the development of figurative literacy in pictorial-verbal representations.

AN ANALYSIS OF THE RHETORICAL CHARACTERISTICS OF THE PUBLIC SPEECH OF SELECTED WOMEN

Order No. DA8218924

NEWMAN, MARY AUSTIN THOMAS, PH.D. *The Pennsylvania State University*, 1982. 189pp. Adviser: Richard Gregg

This study is a rhetorical analysis of 11 audiotaped interviews with successful professional women. The analysis centers around the question: *Is the rhetorical model of some professional women's public discourse congruent with historical description and current research?* It is a search for the rhetorical goals and the strategies of language used by the interviewees.

Historically, women's speaking in public has been considered a bizarre act, not in keeping with ladylike behavior or societal norms of womanliness. A review of the literature yields a model of women's speech that is actually stereotyped feminine characteristics, and describes primarily their speaking rather than their speech.

Contemporary research investigates the extent to which women's speech supports gender-based stereotypes, and is frequently a comparison of male-female speech, with male speech as the norm. These studies support the historical model that women's speech is unassertive, subservient, self-disclosive, "stroking," correct and precise, "ladylike" and moderate in swearing and taboo words, but are limited, inconclusive, and do not study the rhetoric.

After constructing a model of women's speech based on historical description and current research, the 11 taped interviews are analyzed to determine if the rhetorical characteritics of this discourse are congruent with this model. They are not, and a new model is constructed from the inerview analysis. This new model of these women's talk is that the discourse is holistic, time-binding, and autonomous and self-actualizing. This new model indicates that gender-based expectations should no longer be fundamental to research in women's speech.

FANTASY THEME ANALYSIS: AN EXPLANATION AND APPLICATION TO THE RHETORIC OF THE EQUAL RIGHTS AMENDMENT EXTENSION CONTROVERSY

Order No. DA8218784

SCHLIESSMANN, MICHAEL ROBERT, PH.D. *University of Kansas*, 1981. 334pp.

The 1972 Senate passage of the 27th Amendment, the Equal Rights Amendment, culminated a half century struggle. When the ERA was submitted to the states for ratification, nearly three-fourths of the states ratified quickly. Ratification efforts slowed in the mid-1970s. The proponents of the ERA sought a way to provide more time for state deliberations. They proposed a seven-year extension of the ratification time. This study analyzes the ERA extension debate in Congress and utilizes fantasy theme analysis as a method of rhetorical criticism.

Fantasy theme analysis was developed for the analysis of small group behavior by Robert F. Bales and was expanded by Ernest Bormann as a method of rhetorical analysis. A major portion of this study examines material relevant to the development of the method as well as critical opposition to the method.

MESSIAH OR MANIPULATOR? A BURKEAN CLUSTER ANALYSIS OF THE MOTIVATIONS REVEALED IN THE SELECTED SPEECHES OF THE REVEREND JESSE LOUIS JACKSON

Order No. DA8220241

SWANSON, GEORGIA MAY, PH.D. *Bowling Green State University*, 1982. 181pp.

The purpose of this study was to discover the motivations of Jesse Jackson as revealed by the cluster analysis method of three of his speeches. Jackson, one of America's outstanding speakers and a leader of the black community for more than twenty years, has had various motives attributed to him by critics. The descriptions of those motives range from "Black Messiah" to "media manipulator."

This study chose three speeches each one representing Jackson's leadership of a different agency during a different time period. In 1969 Jackson was leader of project Breadbasket in Chicago. By 1976 Jackson spoke as president of his PUSH organization. The 1978 speech was given when Jackson was spokesperson for the nationwide educational project Excel.

The cluster analysis method developed by Kenneth Burke was designed to reveal motivations by grouping together a writer's like terms. This method was applied to each of the three speeches and revealed that Jackson had described himself in messianic terms in 1969, less so in 1976, and did not use that messianic vocabulary by 1978. However, he did assume a savior-role by describing the exact behavior others should follow. The charge of "manipulator" was true to the extent that Jackson's position needs enough power to force change in the American system which continues to discriminate against the poor and powerless. Jackson was also motivated by his concern for others, and by his personal need to lead.

TRANSCENDENCE, ETHICS, AND MOBIL OIL: A RHETORICAL INVESTIGATION

Order No. DA8225786

WILLIAMSON, LARRY ALLEN, PH.D. *Purdue University*, 1982. 143pp. Major Professor: Richard E. Crable

Since 1970 the Mobil Oil Corporation has been widely recognized as the self-appointed "champion" of corporate America's "right" to advocate. Corporate advocacy, as distinguished from other forms of external corporate communication, is concerned with the modification of corporate images and those social and political issues directly linked to the well-being of the corporation.

Kenneth Burke's theory of transcendence serves as the central critical referent in the critique of Mobil's advocacy. By evoking elaborate transcendent frames of reference, Mobil seeks to identify its actions with higher syntheses that allow them to transcend the guilt produced by identifications with "lesser orders." Mobil evokes two ultimate frames which are recurrent in their transcendent identifications: American energy independence and freedom of expression. Both frames are comprised of an intricate latticework of nationalistic terms and symbolizations which emulate traditional American values. Thus Mobil attempts to reidentify maligned actions, like corporate earnings, vertical divestiture, and off-shore drilling, by evoking the higher order of American energy independence. Further, they seek to re-identify status quo attempts at environmental protection and fiscal regulation as "detractions" from the higher order of American energy autonomy. The freedom of expression frame serves as a compelling synthesis from which journalistic, legal, and special interest arguments against Mobil's "right" to advocate can be redefined as "denials" of their First Amendment rights. Therefore, one finds Mobil evoking two ultimate frames of reference that act as loci for its transcendent appeals.

In the latter part of this investigation, Sidney Hook's ethics of controversy was offered as an ethical referent. Two levels of analysis were conducted: first, three major types of arguments against Mobil's advocacy were evaluated; second, Mobil's discourse was evaluated. The conclusion was reached that Mobil's advocacy is largely an ethical form of American democratic discourse.

In the final section of this investigation, the heuristic values of this critique were discussed. Here the methodological and theoretical nature of rhetorical transcendence was examined by arguing that it constitutes a valuable "formal" referent in the conduct of criticism. This section concluded with specific recommendations concerning the further development of graduate curricula in public relations and issue management.

RHETORIC, REALITY, AND DISSENT: THE FOREIGN POLICY OF THE BRITISH LABOUR GOVERNMENTS 1964-1970

Order No. DA8215177

WILSON, CRAIG VANCE, PH.D. *Washington State University*, 1982. 404pp. Chairman: Jack D. Dowell

Rhetoric, Reality, and Dissent: The Foreign Policy of the British Labour Governments 1964-1970 analyzes the interactions between Prime Minister Harold Wilson and the parliamentary and extra-parliamentary Labour party in the formulation of foreign policy during his first period of governance. Case studies of four important international issues are presented: the Nigerian Civil war, Britain's role in the Vietnam conflict, the problem of Rhodesia, and the development of a new defense policy East of Suez.

Two well known theses about the structure and functioning of Britain's two major political parties serve as the point of departure for this analysis. R. T. McKenzie's seminal work, *British Political Parties*, concludes that the distribution of power within the Labour and Conservative parties is fundamentally similar. In contrast, Samuel Beer's *British Politics in the Collectivist Age* argues that there is greater intraparty democracy in the Labour Party than in the Conservative Party, even when Labour is in power.

The study concludes that Harold Wilson was more of a political pragmatist than a party ideologue. The Parliamentary Labour left consistently challenged the Government's policies, but stopped short of any attempt to oust the Government. Wilson took the opinions of the extra-parliamentary party into account, but refused to be bound by them. Thus, while Labour's dissidents had a degree of influence over British foreign policy from 1964 to 1970, they did not possess veto power.

It is concluded that the basic theses of Beer and McKenzie are both partially correct. McKenzie correctly argues that Labour Governments jettison many of the theoretical constraints imposed by intraparty democracy and make foreign policy decisions in much the same way as do Conservative Governments. On the other hand, there is sufficient evidence to support Beer's thesis that fundamental differences remain between the internal operations of Britain's two major parties.

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